

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

National Media Planning & Research
815 Slater Lane
Alexandria, VA 22314

<u>Contract / Revision</u>		<u>Alt Order #</u>
828077 /		06351443
<u>Product</u>		
<u>RNC</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/28/12 - 10/05/12	3275	
<u>Advertiser</u>		<u>Original Date / Revision</u>
Republican National Committee		09/27/12 / 09/27/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WOIO	Teresa Difuria	Telerep-Philade
<u>Special Handling</u>		
Cash In Advance		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	20	445
<u>Agency Ref</u>		<u>Advertiser Ref</u>

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Totals</u>	
										<u>Type</u>	<u>Spots</u>
N 1	WOIO	10/05/12	10/05/12	Action News at 11p	11-1135p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$3,000.00
Week:	10/01/12	10/07/12	-----1--					1	\$3,000.00		
N 2	WOIO	09/28/12	10/05/12	David Letterman	1135p-1238a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$1,500.00
Week:	09/24/12	09/30/12	-----1--					1	\$750.00		
Week:	10/01/12	10/07/12	-----1--					1	\$750.00		
N 3	WOIO	10/05/12	10/05/12	Action News at 6a	6-7a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$800.00
Week:	10/01/12	10/07/12	-----2--					2	\$400.00		
N 4	WOIO	10/05/12	10/05/12	The Early Show	7-9a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$300.00
Week:	10/01/12	10/07/12	-----1--					1	\$300.00		
N 5	WOIO	10/01/12	10/01/12	David Letterman	1135p-1238a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$750.00
Week:	10/01/12	10/07/12	1-----					1	\$750.00		
N 6	WOIO	10/01/12	10/01/12	Action News at 6a	6-7a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$800.00
Week:	10/01/12	10/07/12	2-----					2	\$400.00		
N 7	WOIO	10/01/12	10/01/12	M-F 7-730p	7-730p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$4,500.00
Week:	10/01/12	10/07/12	1-----					1	\$4,500.00		
N 8	WOIO	10/01/12	10/01/12	The Early Show	7-9a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$300.00
Week:	10/01/12	10/07/12	1-----					1	\$300.00		
N 9	WOIO	09/29/12	09/29/12	SA Action News at 7p	7-8p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$850.00
Week:	09/24/12	09/30/12	-----1-					1	\$850.00		
N 10	WOIO	09/30/12	09/30/12	AFC GAME 1	1-4p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$12,000.00
Week:	09/24/12	09/30/12	-----1					1	\$12,000.00		
N 11	WOIO	09/30/12	09/30/12	11p-12a	11p-12a		:30			NM	1
											\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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1717 East 12th Street
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Contract / Revision 828077 /	Alt Order # 06351443	
Contract Dates 09/28/12 - 10/05/12	Product RNC	Estimate # 3275
Advertiser Republican National Com		Original Date / Revision 09/27/12 / 09/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
Week:		09/24/12	09/30/12	-----1				1	\$2,500.00		
N 12	WOIO	09/30/12	09/30/12	5-6p			:30			NM	1 \$500.00
Week:		09/24/12	09/30/12	-----1				1	\$500.00		
N 13	WOIO	10/04/12	10/04/12	Thur Hour 3			:30			NM	1 \$5,250.00
Week:		10/01/12	10/07/12	---1---				1	\$5,250.00		
N 14	WOIO	10/04/12	10/04/12	David Letterman			:30			NM	1 \$750.00
Week:		10/01/12	10/07/12	---1---				1	\$750.00		
N 15	WOIO	10/04/12	10/04/12	Action News at 6a			:30			NM	2 \$800.00
Week:		10/01/12	10/07/12	---2---				2	\$400.00		
N 16	WOIO	10/04/12	10/04/12	The Early Show			:30			NM	1 \$300.00
Week:		10/01/12	10/07/12	---1---				1	\$300.00		
N 17	WOIO	10/04/12	10/04/12	M-F 730-8p			:30			NM	1 \$5,000.00
Week:		10/01/12	10/07/12	---1---				1	\$5,000.00		
N 18	WOIO	10/02/12	10/02/12	Tue Hour 3			:30			NM	2 \$8,500.00
Week:		10/01/12	10/07/12	-2-----				2	\$4,250.00		
N 19	WOIO	10/02/12	10/02/12	David Letterman			:30			NM	1 \$750.00
Week:		10/01/12	10/07/12	-1-----				1	\$750.00		
N 20	WOIO	10/02/12	10/02/12	Action News at 6a			:30			NM	2 \$800.00
Week:		10/01/12	10/07/12	-2-----				2	\$400.00		
N 21	WOIO	10/02/12	10/02/12	The Early Show			:30			NM	1 \$300.00
Week:		10/01/12	10/07/12	-1-----				1	\$300.00		
N 22	WOIO	10/02/12	10/02/12	M-F 730-8p			:30			NM	1 \$5,000.00
Week:		10/01/12	10/07/12	-1-----				1	\$5,000.00		
N 23	WOIO	10/03/12	10/03/12	Action News at 11p			:30			NM	1 \$3,000.00
Week:		10/01/12	10/07/12	--1----				1	\$3,000.00		
N 24	WOIO	10/03/12	10/03/12	David Letterman			:30			NM	1 \$750.00
Week:		10/01/12	10/07/12	--1----				1	\$750.00		
N 25	WOIO	10/03/12	10/03/12	Action News at 6a			:30			NM	2 \$800.00
Week:		10/01/12	10/07/12	--2----				2	\$400.00		
N 26	WOIO	10/03/12	10/03/12	M-F 7-730p			:30			NM	1 \$4,500.00
Week:		10/01/12	10/07/12	--1----				1	\$4,500.00		
N 27	WOIO	10/03/12	10/03/12	The Early Show			:30			NM	1 \$300.00
Week:		10/01/12	10/07/12	--1----				1	\$300.00		

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>												
										Type	Spots											
Start Date				Weekdays				Spots/Week														
								Rate														
Totals																						
											34 \$64,600.00											
Time Period		# of Spots		Gross Amount		Net Amount																
08/27/12 - 09/30/12		5		\$16,600.00		\$14,110.00																
10/01/12 - 10/05/12		29		\$48,000.00		\$40,800.00																
Totals		34		\$64,600.00		\$54,910.00																

Signature: _____ **Date:** _____

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